

**Elected Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (Original) A method of providing information with respect to a market, which comprises the computer implemented steps of:

displaying, for each of a plurality of market participants, information with respect to number of units sold and value of units sold in each of a plurality of channels for a period; and,

displaying a graphical control for enabling a user to select a style of displaying said information with respect to number of units sold and value of units sold.

2. (Withdrawn) The method as claimed in claim 1, wherein said style is actual number of units sold and actual value.

3. (Withdrawn) The method as claimed in claim 1, wherein said style is percentage of the number of units sold and value compared to the total number of units sold and value in the entire market.

4. (Withdrawn) The method as claimed in claim 1, wherein said style is percentage of the number of units sold and value compared to the total number of units sold and value by a market participant across all channels.

5. (Withdrawn) The method as claimed in claim 1, wherein said style is percentage of the number of units sold and value compared to the total number of units sold and value in a channel by all market participants.

6. (Withdrawn) The method as claimed in claim 1, wherein said period is a calendar year.

7. (Original) The method as claimed in claim 1, including the computer implemented step of:

displaying a graphical control for enabling said user to display additional information for each of said market participants in each of said channels.

8. (Currently amended) The method as claimed in claim 7, wherein said additional information includes:

unit market share change from a prior period to said period.

9. (Withdrawn) The method as claimed in claim 7, wherein said additional information includes:

value market share change from a prior period to said period.

10. (Withdrawn) The method as claimed in claim 7, wherein said additional information includes:

average unit price.

11. (Withdrawn) The method as claimed in claim 7, wherein said additional information includes:

number of units sold in a prior period.

12. (Withdrawn) The method as claimed in claim 7, wherein said additional information includes:

value of units sold in a prior period.

13. (Withdrawn) The method as claimed in claim 7, wherein said additional information includes:

percentage change of number of units sold in said period compared to a prior period.

14. (Withdrawn)      The method as claimed in claim 7, wherein said additional information includes:

percentage change of value of units sold in said period compared to a prior period.

15. (Withdrawn)      The method as claimed in claim 1, wherein said information with respect to number of units sold and value of units sold is displayed in a table wherein said market participants are associated with a first axis of said table and said channels are associated with a second axis of said table.

16. (Withdrawn)      The method as claimed in claim 1, wherein said market is a user selectable metropolitan area.

17. (Withdrawn)      The method as claimed in claim 1, wherein said market is a national market.

18. (Withdrawn)      The method as claimed in claim 1, including the computer implemented step of:

displaying user selectable demographic information.

19. (Withdrawn)      The method as claimed in claim 1, wherein said information is derived from point of sale data.

20. (Withdrawn)      The method as claimed in claim 1, wherein said information is derived from wholesale sales data.

21. (Withdrawn)      The method as claimed in claim 1, wherein said information is derived from market survey data data.

22. (Withdrawn)      The method as claimed in claim 1, including the computer implemented step of:

displaying, in response to user interaction, market information with respect to separate brands of a market participant.

23. (Withdrawn)      The method as claimed in claim 1, including the computer implemented step of:

displaying, in response to user interaction, market information with sub-channels within a channel.